

THE EPIPEN® EPINEPHRINE AUTO-INJECTOR FROM DEY, L.P. CAN SAVE LIVES

REPRINT

According to the American Academy of Allergy, Asthma, and Immunology, severe allergic reactions affect nearly one-fifth of the U.S. population. Although most of these anaphylactic reactions fall along a continuum of severity ranging from distracting to debilitating, the number of Americans with severe food allergies appears to be on the rise. The latest numbers suggest that between one and two percent of the American population is sensitive to food or food additives, and that approximately 100 people in the United States die each year from food-related anaphylaxis.

Other statistics show that anaphylaxis occurs in 0.5-5% of the U.S. population as a result of insect stings. This percentage is expected to increase as red ants and Africanized bees continue to migrate north.



Because anaphylaxis is life-threatening, avoidance is not sufficient. There are general guidelines for avoiding food allergies and stings: try to avoid the offending food, and stay out of the way of the bee. Easier said than done, however: some patients accidentally consume foods that contain anaphylactic triggers. And bees...well, they tend to be unpredictable. A more effective method to protect patients is made possible with a simple, easy-to-use device called the **EpiPen® Epinephrine Auto-Injector**. Designed for self-administration of epinephrine in an anaphylactic emergency, the **EpiPen® Auto-Injector (Dey, L.P., Napa, CA)** features a spring-activated, concealed needle that delivers a rapid, measured dose of epinephrine to protect an individual from life-threatening allergic reactions.

Thus, your patient who is going into anaphylactic shock, having just eaten something she thought was safe, can literally save herself if she has the **EpiPen® Auto-Injector** close at hand. Prescribed by physicians to individuals with signs of severe allergies to foods, latex, and insect stings, the **EpiPen® Auto-Injector** is, according to Dan Atkins, M.D., a specialist in allergic diseases in the Pediatric and Pulmonary Division of Denver's National Jewish Research and Medical Center, "a very important medical product that represents the state of the art for self-administration of a lifesaving drug."

"What's more," notes Dr. Atkins, "the **EpiPen®** device is easy to use. For people with serious food allergies or who are known to have anaphylactic reactions to bee stings, the **EpiPen®** can help them 'turn the corner,' should a serious event take place some distance from the availability of medical care." For parents of children with these types of known allergic sensitivities, Dr. Atkins says that having multiple **EpiPen® Auto-Injectors** handy is not only convenient, but provides much-needed peace of mind.

In fact, most people who suffer an anaphylactic reaction to food have consumed something they thought to be safe.

Kira Geraci, MD, a Clinical Instructor in Pediatrics at New York Hospital-Cornell Medical College, sees another important benefit in having multiple injectors handy: fighting a biphasic anaphylactic reaction. In a biphasic reaction, a patient successfully treated with an epinephrine injection might have an additional full-blown reaction within six, eight, even 12 hours, according to Dr. Geraci. She says, "We don't know for sure why biphasic reactions happen, only that they do in a fairly high number of instances." With the incidence of such biphasic anaphylactic reactions cited at between 15-30%, the benefit of having a pair of **EpiPen® Auto-Injectors** on hand is obvious."

Drs. Atkins and Geraci contend that the actual incidence of anaphylactic reactions is greater than generally reported. Says Cornell's Dr. Geraci, "It's likely that some sudden deaths reported as cardiac arrest may actually be from sequelae to an insect bite or a food allergy. It's hard to know exactly how many deaths are from anaphylaxis." If an individual is bitten or stung, she says, that person may suffer through, and survive a fairly severe reaction, and then not necessarily report the incident to a physician, except to indicate an allergy to insect bites or bee stings.

Although the only way to avoid a bee sting or a food allergy is to avoid carefully any exposure to the allergen, the medication of choice for combating an anaphylactic reaction is epinephrine. The **EpiPen® Auto-Injector** from **Dey, L.P.** is available in a **2-Pak™** that includes two auto-injector plus a free **EpiPen®** trainer.

For more information concerning the **EpiPen® Auto-Injector** call at 1-800-755-5560, or visit the **EpiPen®** Web site at www.epipen.com.